

Central Valley Salinity Alternatives for Long-Term Sustainability (CV-SALTS)
Public Education and Outreach Committee
MEETING NOTES
November 18, 2008

Participants:

Gail Cismowski - Central Valley Regional Water Board, Sacramento
Daniel Cozad – Integrated Planning & Management
Rosa Lau-Staggs - City of Fresno
Karl Longley - Valley Regional Water Quality Control Board
Tom Reyes - City of Vacaville
Travis Peterson - City of Vacaville
Sandra Salazar-Thompson - State Water Resources Control Board
Kathy Smith - State Water Resources Control Board
Dan Odenweller - Central Valley Regional Water Quality Control Board
Joe DiGeorgio – ECO: Logic
John Jordan - Bureau of Reclamation
Mark Felton – Culligan Water
David Loveday - Pacific Water Quality Association
Mike Mecox - Pacific Water Quality Association
Pete Conaty - Pacific Water Quality Association

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- Meeting started at 0908, with introductions and “ thoughts about salt.”
 - Add to agenda:
 - Target audience for the salinity video (1 hour; 20 min videos).
 - Tight deadline for the Salinity Policy.
 - Salinity Chapters for the K-12 educational project.
 - Meeting notes (9/15/08):
 - No comments
 - Review Strategy Planning (SP) by Daniel Cozad:
 - Discussed stakeholder engagement (item 11 on “Future Accomplishments”) to add industry in general and non-English speaking groups.
 - Use Australia’s salinity outreach example for celebrity support of the issue.
 - Development of electronic newsletter that will convey status of the various CV-SALTS and other salt information. PR group needed. Bobbi Larson and the Central Valley Salinity Coalition may want to participate/contribute to the newsletter.
 - Review “Things you can do...”
 - Concerns on item #6 regarding energy.
 - Asked to have recommendations reviewed so they are accurate. (by Technical Advisory Committee?)

- Rosa volunteered to translate “Things you can do..” (Spanish) when the final version is completed.

Action: Daniel to put together Draft #7

- Audience and Message Development:
 - Categorize audience and tailor message accordingly.
 - Need to break up the different types of salt contributing industries.
 - State
 - Water Agency
 - Industry
 - Municipalities
 - Schools
 - Tribes
 - Building Industry
 - Asking for suggested message for the various groups
 - Curriculum for California State Teacher’s Association open for suggestion. Workshop related to issues.
 - There is prepackaged material for schools and in service training using grant monies
 - CREEK, standardizing curriculum – generally a non-profit fund (?)
- Education:
 - Three bills passed related to education K-12
 - Education and Environmental Initiatives for California.
 - Shared educational activities/books for fifth and sixth graders that talk about impacts of salt.

Action: Sandra to make copies of draft initiatives.
- Other:
 - Distributed copies of “Salt of the Earth” documentary.
 - Meeting at CalEPA tomorrow on DWR Prop 84.
 - Opportunity: National Geographic report on salt.
- Next meeting date
 - January 12 or 13 depending of the other committee meetings.
- Possible agenda items for next meeting
 - Finalize “Things to do....”
 - Work plan review
 - Audience message draft
- Report to the Executive Committee
 - Plan to follow the Executive Committee recommendations on the directions for the Outreach Committee
 - Next committee product “Things to do...” to be done by January 9, 2009
 - Welcomed new participant to the Committee.
 - Agreed that education at the K-12 level on salinity is noteworthy.
 - Development of electronic newsletter.